

What is Stoðmjólk?

MS-Stoðmjólk is a follow-on formula (ready to drink) and is made from Icelandic cows' milk. The use of Stoðmjólk instead of whole milk is recommended for children between the ages of six months and two years. Particular account is taken of the nutritional needs of young children in its production and its composition is more like mother's milk than normal cow's milk. Stoðmjólk has a lower protein content than cow's milk and is, moreover, especially supplemented with iron which has a positive impact on children's iron status which is sensitive during this stage of their life. Vitamin C has also been added to Stoðmjólk and stimulates the uptake of iron.

Stoðmjólk is suitable for concurrent use with breast feeding although continued breast feeding is recommended for as long as the mother prefers to do so.

MS Stoðmjólk is sold in 500 ml cartons. This is considered a suitable daily dose of milk and dairy products when the child has begun eating food from all categories.

Why Icelandic Stoðmjólk?

MS Stoðmjólk was developed by MS in collaboration with a working group on the nutrition of young children operated by the Icelandic National Nutrition Council, the Directorate of Health, paediatricians at Landspítali University Hospital, the Association of Paediatric Nurses and the Association of Healthcare Centre Nurses. The group also included experts from the Centre for Children's Healthcare and the Unit for Nutrition Research at the University of Iceland and Landspítali University Hospital. In addition, the issue had the support of paediatricians in infant and toddler protection.

The Working Group on the Nutrition of Infants has, since 2003, recommended the addition of special follow-on formula or Stoðmjólk after the production of breast milk decreases and that it take over as soon as a child ceases to breast feed. With changed advice, the goal is to improve the nutritional status of children even further as earlier studies showed that their iron status was not optimal. According to the latest research, these altered recommendations have had a positive effect on the iron status of this age group and their iron values are much better than before.

The composition of Stoðmjólk takes into account all the nutritional needs of children and is intended to ensure that all the nutrients that children need can be found in their daily food as well as ensuring that their uptake is better.

In the opinion of experts, the use of Stoðmjólk made of Icelandic cows' milk, instead of foreign infant formula, is a much better option. It takes specific account of the nutritional needs of infants in Iceland and, in addition, the protein composition appears to be preferable to that of foreign infant formula.

Instructions for use

Stoðmjólk is ready for use and should not be mixed. When feeding the child, it is best to pour it into a drinking cup and to always take care to use clean containers.

Stoðmjólk need not be heated, but if heated, it is a good idea to do so in a warm water bath but never in the carton itself. Check to see if the temperature is suitable by putting a few drops on your arm. The milk may, at most, be luke-warm (maximum of approx. 37°C) and not hot, when given to the child. **Stoðmjólk may not be reheated and any leftovers should be thrown away.**

Stoðmjólk is a refrigerated product and shall be stored at 0-4°C and may be kept in a refrigerator for up to 2 days after the carton has been opened.

Professionals in infant and toddler protection and healthcare provide further information on the nutrition of infants. Parents are, moreover, advised to read the pamphlet issued by the Icelandic National Nutrition Council and the Centre for Children's Healthcare as regards the nutrition of infants during their first year.